

# August 2021 Partner of the Month

Our August Partner of the Month is the [Pace University Small Business Development Center \(SBDC\)](#) business advisor team, including workshop co-hosts Susan Gluck and Sandra Cely. Established in 1986, the Pace University SBDC is part of a statewide network that combines the resources and expertise of advisors from Pace University, the private sector, and the government to help small-business entrepreneurs launch or grow their businesses. They've worked directly with more than 18,430 small businesses since their founding, creating or saving over 8,400 jobs, and investing more than \$209.9 million in local economies.



Andrew Flamm,  
Director



Sandra Cely,  
Business Advisor



Susan Gluck,  
Business Advisor

The Pace University SBDC has been a Partner since early 2021, and has co-hosted workshops with Grow with Google trainers for more than 200 attendees to date, in both English and Spanish. “The trainers really partner with us,” business advisor Susan Gluck says. “They make it easy for our center to host workshops and provide valuable digital marketing information to our clients. The trainers have a wealth of knowledge and don’t miss any opportunity to share a tip. They make us feel comfortable as co-hosts.”

The program is a valuable addition to the center's one-on-one business advisory services, and allows SBDC advisors to play an integral role as they expand the clients' awareness of digital tools and features that can help them reach their business goals. "Grow with Google is an excellent resource, and it's all offered at no cost, just like our center's one-to-one business advisory services" Pace SBDC Director Andrew Flamm points out.

The Pace University SBDC team appreciates the interactive format of the workshops, which allows participants to ask questions, get answers, and address challenges specific to their businesses. Clients have sent follow-up messages praising the content of the presentations and the center's role as co-host, and have enjoyed the wealth of information relevant to small businesses provided during the sessions.

The Pace University SBDC promotes each workshop with an email campaign three to four weeks before the session, reminder emails the day before the event, and organic posts across social media platforms. Any workshops conducted in Spanish are advertised with Spanish language emails and posts.

"We're lucky to be able to partner with Google to offer this incredibly relevant instruction to clients," Susan says. "We want our clients to find success in their respective markets. The program is a perfect educational resource to set them on their way."

Thank you to the team at the Pace University Small Business Development Center, for educating entrepreneurs about the digital tools they can access to grow their businesses and increase their opportunities for success!

Grow with Google

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